

2022 AMA SUMMER ACADEMIC CONFERENCE



AMERICAN MARKETING
ASSOCIATION

> August 12-14 | Chicago, IL

Expert Workshop Sessions

(Included with conference registration)

FRIDAY, AUGUST 12

1:00-2:15 pm CT

AI and Machine Learning Techniques in Consumer Research: Using Non-Text Unstructured Data

This workshop will address how to use non-text unstructured data in consumer research. It will focus on work already completed to give attendees a better idea of the potential of getting beyond text for their unstructured data analysis. Any consumer researcher can use unstructured data, and this session will demonstrate how. What better way to gain insight into consumers than delve into the data they share? Such unstructured data creates challenges but also significant opportunities. There is almost no end to the consumer-relevant data available for the inventive researcher. As the presenter will note, the skills needed to access and use unstructured data are relatively easily obtainable, the technology is widely available and many applications are free.

Presenter:



Shane Wang is Kraft Professor in Marketing and an Associate Professor of Marketing and Statistics at the Ivey Business School, Western University, Canada. His research focuses on artificial intelligence and machine learning techniques with applications in business and social media analytics using unstructured data. His current research interest maps the relative strategic positions of competitors where they matter most — in the minds of consumers. Shane's work has appeared in *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research* and *Management Science*. Shane is currently on the editorial review board of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of the Academy of Marketing Science*. He was selected as a Young Scholar by the Marketing Science Institute in 2021 and received the AMA CBSIG Consumer Research in Practice Award.

Effective Use and Design of Experiments for Non-Experimentalists

Multi-method approaches to marketing research can offer more compelling empirical evidence than using a single method on its own. This workshop is for researchers and practitioners with limited experience or training in experimental methods who want to incorporate lab or field experiments into their interdisciplinary or multi-method research. The interactive workshop will also address how to respond to journal reviewer requests for experiments to supplement an existing non-experimental research study. Workshop topics will include experimental design, data collection, sampling, analysis and examples of recent use of experiments in multi-method articles published in top marketing journals.

Presenters:



Linda Court Salisbury is an Associate Professor of Marketing at the Carroll School of Management at Boston College. Her research focuses primarily on consumer financial decisions and temporal aspects of consumer choice. She has examined phenomena such as financial vulnerability, debt repayment, information disclosure, credit scoring, choice diversification, preference uncertainty and customer satisfaction. Linda is currently a Visiting Scholar at the Consumer Financial Protection Bureau. Her research has appeared in academic journals such as the *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*, *Journal of Consumer Psychology* and *Journal of Public Policy & Marketing*.



Gergana Y. Nenkov is an Associate Professor of Marketing at the Carroll School of Management at Boston College. Gergana's research focuses on understanding the motivations behind suboptimal or irrational consumer choices, with the ultimate goal of developing methods to improve the consumer decision-making process in important domains such as financial decision-making and sustainability. Gergana's research won the Franco Nicosia ACR Competitive Paper Award (2019), the Marketing Science Institute/H. Paul Root Award at the *Journal of Marketing* (2020) and two EBSCO Responsible Research in Marketing Awards (2022). She was runner-up for the Financial Times Responsible Business Education Award (2022). Gergana is an Associate Editor at the *Journal of Marketing Research* and the *Journal of the Academy of Marketing Science*. She also serves on the Editorial Review Board of the *Journal of Consumer Psychology* and of the *Journal of Public Policy & Marketing*.

2:30-3:45 pm CT

Growth Modeling in Marketing – Opportunities and Challenges

Marketing researchers and practitioners are often interested in understanding growth trajectories of marketing outcomes (e.g., product sales, salesperson performance, performance implications of a strategic change). However, it is challenging to choose the appropriate modeling approach from a group of longitudinal modeling techniques that can seemingly achieve the same goal.

This workshop will cover (1) the types of marketing problems that growth modeling can typically address, (2) the estimation approaches that are available along with their pros and cons and (3) how to address potential endogeneity issues. This session will also illustrate hypothesis framing, graphing choices and result interpretation using a simulated data set. Participants will therefore gain greater insights into how to select and apply the appropriate growth modeling approach to studying growth-related marketing phenomena.

This workshop is particularly intended for applied marketing researchers, either PhD students or early-career faculty.

Presenters:



Huanhuan Shi is an Assistant Professor of Marketing at Mays Business School, Texas A&M University. Her research focuses on understanding strategic organizational decisions and their performance implications. Her substantive research interest lies in salesforce management (salesperson replacement, inside-outside omnichannel selling approach), information disclosure strategy (advertising spending disclosure) and nonprofit marketing resource allocation. She applies mixed methods in her work that analyze field, experimental and interview data using econometrics models for causal inferences, conjoint experiments and surveys. Her research has appeared in the *Journal of Marketing* and *Journal of Marketing Research*. She earned her PhD in marketing from Pennsylvania State University and previously taught at the University of Nebraska-Lincoln.



Son K. Lam is Professor of Marketing and Terry Dean's Advisory Council Distinguished Professor at the University of Georgia's Terry College of Business. His research interests span three broad substantive areas: sales management and personal selling, internal marketing and customer-company/brand relationships. He has published in the *Journal of Marketing Research*, *Journal of Marketing*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*, *Journal of Retailing* and *Organizational Behavior and Human Decision Processes*, among others. He is an Area Editor for the *Journal of the Academy of Marketing Science* and *International Journal of Research in Marketing*. He also serves on the Editorial Review Board of the *Journal of Marketing*, *Journal of Retailing*, *Journal of Service Research*, *Journal of Business-to-Business Marketing* and *Journal of Personal Selling and Sales Management*. He earned his PhD in marketing from the University of Houston.

Incorporating Sustainability into Business Curriculum

In today's socially conscious business environment, business managers should not only consider the social and environmental ramifications of their decisions, but also proactively integrate sustainability into key aspects of corporate strategies. Companies have shown tremendous interest in sustainability by addressing the social and environmental issues related to their businesses and identifying opportunities for shared value creation. When done right, socially responsible and sustainable initiatives can not only affect positive social or environmental change, but also contribute to competitive advantage, reputational gains and a company's bottom line. In this workshop, we will talk about a variety of ways to incorporate sustainability content into the business curriculum and engage in hands-on activities and discussion to explore sustainability issues from the marketing and consumer perspectives.

Presenters:



Shuili Du is Associate Professor of Marketing at the University of New Hampshire. She is well-known for her research on corporate social responsibility (CSR) strategy, CSR communication, sustainability reporting and sustainable product innovation. Shuili serves as editor of the corporate responsibility section of the *Journal of Business Ethics*. In 2019-2020, she was the recipient of a Fulbright distinguished award, the most prestigious appointment in the Fulbright Scholar Program. Her latest research focuses on the evolving role of CSR in the age of artificial intelligence. Shuili's research has appeared in many premier journals, including *Journal of Consumer Research*, *Management Science*, *International Journal of Research in Marketing*, *Journal of Public Policy & Marketing*, *Journal of Business Ethics*, *Journal of Business Research* and others. She frequently presents her research in leading academic forums, both nationally and internationally, and has consulted with various companies on their CSR strategies.



Luciana Echazú (Lu) is Associate Dean for Undergraduate Education and Associate Professor of Economics at Peter T. Paul College of Business and Economics at the University of New Hampshire, which she joined in August 2020. Prior to that, she was Associate Dean for Undergraduate Programs and Operations at the David D. Reh School of Business, Clarkson University, for two years. Since becoming an associate dean in 2018, Lu has been an active volunteer for AACSB, including on its Women Administrators in Management Education (WAME) and Responsible Management Education (RME) steering committees. Her background is in economics, and her research interests are in the area of law and economics, with a specific focus on corruption and criminal behavior. She also conducts research in industrial organization and new trade theory, and lately she has been working in the area of risk and uncertainty.

Impactful Marketing Research: Making a Difference Beyond the Journal Pages

Publishing impactful research can begin before the article is accepted, even during the planning stages of a project. In addition, having an impact can involve important and meaningful work by authors after the paper is published. With contributions from members of the *Journal of Public Policy & Marketing's* Impact Task Force as well as select associate editors, this session explores a variety of ideas toward having an impact on one's published work. These ideas and initiatives include writing for a general (nonacademic) audience, connecting one's work to policymakers and agencies, advancing global initiatives such as the United Nations' Sustainable Development Goals and infusing technology through tools such as infographics to increase research accessibility.

Presenters:



Kelly D. Martin is Professor of Marketing, Dean's Distinguished Research Fellow and Director of the Center for Marketing and Social Impact at Colorado State University. Her research studies the marketing ethics-firm strategy interface on topics such as customer data privacy, political marketing strategy and financial well-being. Her work has appeared in the *Journal of Marketing*, *Journal of Consumer Research*, *Academy of Management Journal* and *Harvard Business Review*, among other academic journals. Her articles have been recognized for research impact as recipients of the Sheth Foundation/Journal of Marketing Award, the MSI Robert D. Buzzell Best Paper Award, the Thomas C. Kinnear/JPPM Award, the Davidson/Journal of Retailing Award and the AMA/EBSCO Responsible Research in Business Award. Her book on data privacy in marketing is the 2021 recipient of the AMA Foundation Leonard L. Berry Book Award. She currently serves as joint Editor-in-Chief of the *Journal of Public Policy & Marketing*.



Maura L. Scott is the Persis E. Rockwood Professor of Marketing at Florida State University. Her research interests include consumer behavior, consumer and societal well-being, public policy and services marketing. She studies how to help improve consumers' financial and health decisions, particularly among vulnerable populations. She is joint Editor-in-Chief of the *Journal of Public Policy & Marketing*. She is also Associate Editor for the *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of the Academy of Marketing Science*. Maura is President-Elect of the AMA Academic Council and serves on the ACR Board of Directors. She held marketing positions at 3M Company, Dial Corporation and Motorola. Her work is published in *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of the Academy of Marketing Science*, and *Journal of Public Policy & Marketing*, among others. She won the JPP&M/Kinnear Award and the AMA-EBSCO-RRBM Award for Responsible Research.

Marketing Myopia 3.0 – Creating a Dynamic Learning Ecosystem with University, Industry and Future Technology

Ted Levitt's first attribution of Marketing Myopia (I call it 1.0) was in transportation when railroads were focused on movement, not the mode. The 2.0 was in digitalization when companies across many industries focused on transactions, not transformations. The 3.0 is in education when institutions are focused more on learning and less on knowledge. In this session, attendees will hear about our efforts and experiences in building an innovative ecosystem consisting of students, faculty, researchers and businesses. The participatory workshop will also feature future technologies that upended industry, augmented research and accelerated university-industry collaboration.

Presenter:



Nagaraj Bukkapatnam is the Founding Director of the Center for Business Analytics at the University of New Hampshire's Peter T. Paul College of Business and Economics. He is responsible for fostering university-industry partnership through value co-creation and knowledge sharing. Nagaraj is also focused on enabling future technologies in experiential learning and applied research. He serves as an advisor for companies on go-to-market strategies and disruptive technologies. Nagaraj has developed AI-based products in the areas of customer intelligence and channel experience. His areas of expertise include AI, digital analytics, market analysis, product innovation and design. He is a featured speaker on technology and business forums. Nagaraj holds an MBA in Marketing and Strategy from Rutgers University.

SATURDAY, AUGUST 13

8:00-9:15 am CT

Addressing Endogeneity in Behavioral Research

This session aims to provide behavioral researchers with information regarding endogeneity concerns that are often raised regarding various field studies, quasi-experiments, or field or web data that are included in their papers. The endogeneity sources (and remedies) that will likely be discussed include omitted variables (controls, fixed effects, unobserved heterogeneity), simultaneity (instrumental free approaches – Copulas, Latent IV, exogeneous events) and self-selection (selection models).

Presenters:



Dhruv Grewal (co-chair) is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. He currently serves on numerous editorial review boards, including for the *Journal of Marketing* (AE), *Journal of Marketing Research*, *Journal of the Academy of Marketing Science* (AE), and on the advisory board for *Journal of Retailing*. He works in a number of domains: retailing, pricing, services, digital marketing, strategy, consumer behavior, marketing research and public policy. He received his PhD from Virginia Tech.



Maureen (Mimi) Morrin (co-chair) is the Henry Rutgers Professor of Marketing at Rutgers University School of Business in Camden. She examines how the human senses impact the consumer decision-making process. She has received external grants to support her research and awards for teaching and journal reviewing. She serves currently as Co-Editor of the *Journal of Marketing Research*. She received her PhD from New York University, MBA from Thunderbird and BSFS from Georgetown University.



Nathan Fong (control variables and field experiments) is an Associate Professor of Marketing at Rutgers University School of Business in Camden. His research combines field experiments and models to evaluate marketing mix effects in digital marketing settings. He has examined how sales taxes affect consumer behavior in the Internet channel, how targeted marketing communications affect online customer search behavior and how mobile technologies can be used for contextual targeting.



Venkatesh (Venky) Shankar (controlling for selection and endogeneity in quasi-experiments) is Coleman Chair Professor of Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University. His areas of research include innovation, retailing, artificial intelligence, digital business, marketing strategy and pricing. His methodological expertise includes econometrics, machine learning and quasi-experiments. He received his PhD from the Kellogg Graduate School of Management, Northwestern University.



Dennis Herhausen (endogeneity in web data) is an Associate Professor of Marketing at the Vrije Universiteit of Amsterdam in the Netherlands. His research combines web data and experimental studies to explore digital communication among firms, consumers and the general public. Among other areas of focus, he has examined how firestorms in social media can be mitigated, how providing social cues on the web influences customer behavior, and how buyers and sellers communicate effectively on online freelancer platforms. He received his PhD from the University of St. Gallen (Switzerland), and his background includes several years of experience as a consultant and international marketing manager.



Praveen Kopalle (instrumental variables) is Signal Companies' Professor of Management and Professor of Marketing at the Tuck School of Business, Dartmouth College. His teaching and research interests include innovation, pricing, e-commerce, machine learning and artificial intelligence. He received his PhD from Columbia Business School, Columbia University.

9:30-10:45 am CT

How to Conduct an Effective Peer Review

Peer reviewing is an essential component of the academic research process, providing constructive comments that help authors strengthen their paper, regardless of whether the paper is eventually accepted for publication (Tsang, 2013). Unfortunately, most PhD students and junior faculty have not received formal training in how to do an effective peer review: they learn by the trial and error of doing or by working with their advisor, who is likely to be an experienced reviewer, though not necessarily a good one (Tsang and Frey, 2007; Smith, 2006). This workshop is designed to provide a foundation for researchers to enhance their skill at delivering high-quality, professional and constructive reviews to academic peers. The workshop overviews what constitutes a high-quality review, outlines the myriad benefits of reviewing, presents the expectations (5 R's) of high-quality reviewers and proffers a reviewing template (Barczak and Griffin, 2021).

Presenters:



Abbie Griffin holds the Royal L. Garff Endowed Chair in Marketing at the David Eccles School of Business and is Associate Dean for Business Innovation at the School of Medicine at the University of Utah. Her research on measuring and improving the process of new product development has been published in *Marketing Science*, *Journal of Marketing Research*, *Management Science* and *Journal of Product Innovation Management*, as well as in the book *Serial Innovators*. Her 1993 article "Voice of the Customer" was awarded both the Frank M. Bass Dissertation Paper Award and the John D.C. Little Best Paper Award by INForms. She was the editor of the *Journal of Product Innovation Management* from 1998 to 2003. The Product Development and Management Association named her as a Crawford Fellow in 2009.



Gloria Barczak is Professor Emeritus of Marketing and Innovation in the D'Amore-McKim School of Business at Northeastern University. Gloria was named as the 2020 Crawford Fellow by the Product Development & Management Association (PDMA) and the 2010 Robert D. Klein University Lecturer by Northeastern University. She was Editor of the *Journal of Product Innovation Management* from 2013 to 2018 and currently serves as a Senior Advisor to Creativity and Innovation Management. She currently serves on the PDMA Board and is Chair of the Academic Committee. She is also active in the Innovation and Product Development Management Conference (IPDMC), serving as a Co-Chair of the PhD Workshop and member of the board.

References:

Barczak, Gloria and Abbie Griffin. 2021. How to Conduct an Effective Peer Review. London, England: Edward Elgar Publishing (January).

Smith, Richard. 2006. Peer Review: A Flawed Process at the Heart of Science and Journals. *Journal of the Royal Society of Medicine*, 99: 178-182.

Tsang, Eric W. K. 2013. Is This Referee Really My Peer? A Challenge to the Peer Review Process. *Journal of Management Inquiry*, 22 (2): 166-171.

Tsang, Eric W. K. and Bruno S. Frey. 2007. The As-Is Journal Review Process: Let Authors Own Their Ideas. *Academy of Management Learning and Education*, 6(1): 128-136.

11:00 am-12:15 pm CT

Increasing Impact through Practitioner Engagement

Even the most valuable scholarly findings can take decades to impact practitioners (if they disseminate outside of academic journals at all!). Why should anyone, let alone marketers, accept this slow drip from research to practice? In this session, Willy Bolander (FSU) and Kim Whitler (UVA) discuss steps you can take to increase engagement, interest and awareness among practitioners. They will focus on different ways in which scholars work with practitioners and managerial publications to disseminate academic knowledge in an attempt to magnify and broaden impact. This session is designed to inspire you with some easy-to-take steps to help maximize the impact of your own work.

Presenters:



Kimberly A. Whitler is the Frank M. Sands Sr. Associate Professor of Business Administration at the University of Virginia's Darden School of Business. Her research centers on helping boards, CEOs and CMOs leverage marketing for firm advantage. Kim has authored *Positioning for Advantage: Techniques and Strategies to Grow Brand Value*, named a "Best Business Strategy Book," and is co-author of the forthcoming *Athlete Brands: How You Can Benefit from Name, Image, and Likeness*. As a senior contributor for *Forbes*, her articles have garnered over 4 million views, and she's been ranked a Top 5 Influencer of CMOs. She has published in a number of academic journals, such as the *Journal of Marketing*, *Academy of Management Journal* and *Journal of the Academy of Marketing Science*, as well as *Harvard Business Review* and *Sloan Management Review*. Kim has presented to and worked with a number of organizations, including the U.S. Department of Defense, The Coca-Cola Company, McDonald's, Procter & Gamble, E. & J. Gallo and Gartner.



Willy Bolander is the Carl DeSantis Professor of Marketing at the College of Business at Florida State University and host of The Sales Lab Podcast (<https://thesaleslab.org/>). He holds a PhD from the University of Houston and researches influence, persuasion and leadership in sales and marketing. His work has been published in various outlets, including the *Journal of Marketing*, *Journal of the Academy of Marketing Sciences* and *Journal of Retailing*. He has also been featured in a variety of business publications, including *Forbes*, *TD (Talent Development) Magazine* and *Military Times EDGE*. Willy teaches undergraduate and graduate courses on selling and sales management and has developed and delivered customized corporate training and development programs for firms from industries as diverse as professional services, distribution and retail. Most importantly, his students (whether traditional or professional) have gone on to build successful careers in some of the world's top sales organizations.

Building Relationships with Practitioner Partners for Research and Pedagogy

Building relationships with industry professionals is important for marketing faculty for a variety of reasons. These relationships help us stay current on marketing best practices. Additionally, external partners can facilitate access to data sources, including potential customer or employee groups. Furthermore, working with practitioners can yield pedagogical gains ranging from guest speakers to immersive consulting projects, all appealing to today's experiential learner. However, developing these relationships can seem daunting or overwhelming, or like a poor use of time considering research and teaching expectations. In many instances, the academic and practice partnership produces valuable and meaningful results for both parties and is worth the investment. In this session, we will discuss authentic ways to develop these relationships and hear from several practitioners on why they value academic partnerships.

Presenters:



Lauren Beitelspacher is the Ken and Nancy Major Romanzi Term Chair in Marketing, as well as Division Chair, at Babson College. Her research interests include retail management, buyer-supplier relationships and sustainability. Her research has been published in *Journal of Marketing*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Applied Psychology* and *European Journal of Marketing*. She is also the author of *Connect Master-Principles of Marketing* for McGraw Hill. At Babson College, Lauren has won Faculty of the Year, the Dean's Excellence in Undergraduate Teaching Award and the Dean's Excellence in Interdisciplinary Scholarship Award.



Daniele Mathras is an Associate Teaching Professor in Marketing at the D'Amore-McKim School of Business at Northeastern University. Daniele's research centers around consumer well-being in the domains of religion, minimalism and hospital corporate social responsibility and has been published in the *Journal of Consumer Psychology*, *Journal of Marketing Management* and *Journal of Services Marketing*. She teaches client-based, experiential learning courses in Marketing Research, Brand Management, Advertising & Brand Promotion, Bridging Conflict, and Creating Diversity through Entrepreneurship and Marketing. Daniele's students work with start-ups and nonprofit organizations from IDEA, EforAll Roxbury, 50:50 Startups, MassChallenge and other accelerators to apply course concepts to real-world marketing problems. For these courses, Daniele has twice been awarded the D'Amore-McKim Teaching Innovation Award and was recently honored with the 2022 Northeastern University Excellence in Teaching Award. Daniele serves as a mentor for EforAll Roxbury ventures and as a guest speaker on marketing research for start-ups.

SPECIAL THANKS TO OUR EXPERT WORKSHOP SPONSOR:



**University of
New Hampshire**

Peter T. Paul College
of Business and Economics